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A large, full-page background image showing a microscopic view of numerous green, oval-shaped cells or spores. The cells are clustered together, with some showing internal structures. The overall color is a vibrant green.

D7.4 COMMUNICATION AND DISSEMINATION REPORT



The VIVALDI project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000441.



Table 1. Table with version management

Version	Date	Implemented by
V2.0	February 2023	CVE (EC requested review)
V1.0	May 2022	CVE

Table 2. Reference to the Consortium

Coordinator:	UNIVERSITAT AUTÒNOMA DE BARCELONA (UAB)
Associated Beneficiaries:	1. UNIVERSITAT AUTONOMA DE BARCELONA (UAB) 2. UNIVERSITAET FUER BODENKULTUR WIEN (BOKU) 3. LULEA TEKNISKA UNIVERSITET (LTU) 4. VLAAMSE INSTELLING VOOR TECHNOLOGISCH ONDERZOEK N.V. (VITO) 5. HELMHOLTZ-ZENTRUM FUR MWELTFORSCHUNG GMBH (UFZ) 6. ACONDICIONAMIENTO TARRASENSE ASSOCIACION (LEITAT) 7. PROCESSION (PROC) 8. FUNDACIÓ UNIVERSITARIA BALMES (UVIC) 9. CO ₂ VALUE EUROPE AISBL (CVE) 10. ISLE UTILITIES BV (ISLE) 11. NUTRITION SCIENCES (NUT) 12. AVANTIUM CHEMICALS BV (AVT) 13. SUNPINE AB (SUNP) 14. COMPAÑIA CERVECERA DAMM, S.L (DAMM) 15. BIOAGRA SPOLKA AKCYJNA (BZK) 16. NOVAMONT SPA (NVMT)

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Executive Summary

The *Communication and Dissemination Report* (Deliverable 7.4) lists and describes in detail all activities carried out in WP7 during the first year of the VIVALDI project.

The report mirrors the actions planned in Deliverable 7.1 *Communication Plan* and Deliverable 7.2 *Dissemination Plan*, which set the timeline and modalities of all WP7 material and activities to be executed throughout the project.

Starting from the communication part, the deliverable presents and assesses each activity completed or started between May 2021 and May 2022, including VIVALDI's visual identity, website, social media channels, communication kit and media engagement.

The same is done for the dissemination activities, providing details and KPI evaluation of actions such as collaboration undertaken with other EU-funded initiatives, thematic workshops organised, consortium participation in conferences, the publications in peer-reviewed scientific journals and news releases.

A final overview gathers all activities carried out and evaluates the total performance of the first year and whether deviations are needed or not.



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List of abbreviations

BIs	Bio-based industries
CCU	Carbon Capture and Utilisation
CO₂	Carbon Dioxide
D	Deliverable
EBSP	Exploitation and Business Strategy Plan
GA	Grant Agreement
GHG	Greenhouse Gas
H2020	Horizon 2020
KPI	Key Performance Indicators
R&D	Research and Development
WP	Work Package



1. Introduction

1.1. VIVALDI project in brief

VIVALDI - innoVative bio-based chains for CO₂ VALorisation as aDded-value organic acids – is a Horizon 2020 project funded by the European Commission. Starting from June 2021, the project will last 48 months.

The overarching objective of the VIVALDI is to develop an integrated solution for the conversion of CO₂ emissions into added-value organic acids as a response to the urgent need to reduce GHG emissions. Focusing on bio-based industries (BIs), VIVALDI presents these BIs with an opportunity to shift towards circular economy by turning their CO₂ emissions into high-value products that can be utilised as raw materials in the production of biomaterials. VIVALDI will target the valorisation of real off-gas emissions from four key BI sectors (Pulp & Paper, Food & Drinks, Bioethanol and Biochemicals) focusing on the bioproduction of 4 industrially relevant organic acids with different applications and market penetration: lactic acid, succinic acid, itaconic acid and 3-hydroxypropionic acid.

The adoption of the VIVALDI concept allows the transformation of current biorefineries into plants with negative GHG emissions and sets the path toward the implementation of a new CO₂-based industrial sector that is environmentally and economically competitive with the current fossil-based alternatives.

1.2. Scope of the deliverable

Deliverable 7.4 provides a complete and detailed overview of the communication and dissemination activities realised by the VIVALDI consortium within the first year of the project, spanning from June 2021 to May 2022.

The purpose of the deliverable is to assess that the activities realised in WP7 follow the guidelines established in Deliverable 7.1 *Communication Plan* and Deliverable 7.2 *Dissemination Plan*. Both deliverables aim at ensuring a degree of coherence and effectiveness of all related activities by:

- Setting common characteristics (such as objectives, messages, target audience, tools and channels);
- Defining an implementation plan (including timeline, budget, responsibilities and KPIs).

A report of the first year will help WP7 and the entire consortium to assess if communication and dissemination activities are on track and whether updates or modifications in D7.1 and/or D7.2 are needed.



2. Communication activities

During the first year of the VIVALDI project, the communication activities focused on two different targets:

- Building the branding identity and the key communication tools;
- Promote the launch of the VIVALDI project and build a solid network base, ensuring that key stakeholders are aware of the project, its objective and expected impact.

All actions undertaken are explained in detail in the following sections. Proof of the activities realised will be provided in the official periodic report.

2.1. Visual identity

The visual identity, created by the WP7 leader in collaboration with the consortium and the designated graphic agency, includes the project logo and the templates for presentation and reporting.

Their function is to make the project and its outcomes recognisable by the targeted stakeholders and offer the consortium effective material to present and report the work done in each WP internally and externally.

A thorough overview of the logo and the templates created can be found in Deliverable 7.3 *VIVALDI's website and visual identity*.

2.2. VIVALDI website

The project website (www.vivaldi-h2020.eu), live from November 2021, has been developed to be the primary communication tool and interface for all target audiences.

Following VIVALDI's visual identity and in conformity with the General Data Protection Rules, the website provides general and specialised information about the project, its consortium, progresses, results and activities. All resources and information are stored, updated and permanently accessible by the interested parties on this channel.

More details on the website construction, page by page, can be found in Deliverable 7.3 *VIVALDI's website and visual identity*.

KPI

The KPI for the website, as set in the Grant Agreement and D7.1 *Communication Plan*, is 50 website interactions per month.

Since its launch, the website scored (on average, per month):



Table 3. VIVALDI website interactions

Users ¹	Sessions ²	Page views ³
123	158	689

The data above have been chosen as the closest one to the defined KPI “interaction” and show the positive and consistent performance of the VIVALDI website. The data are provided by Google Analytics, which monitors in an accurate and objective way the performance of the website.

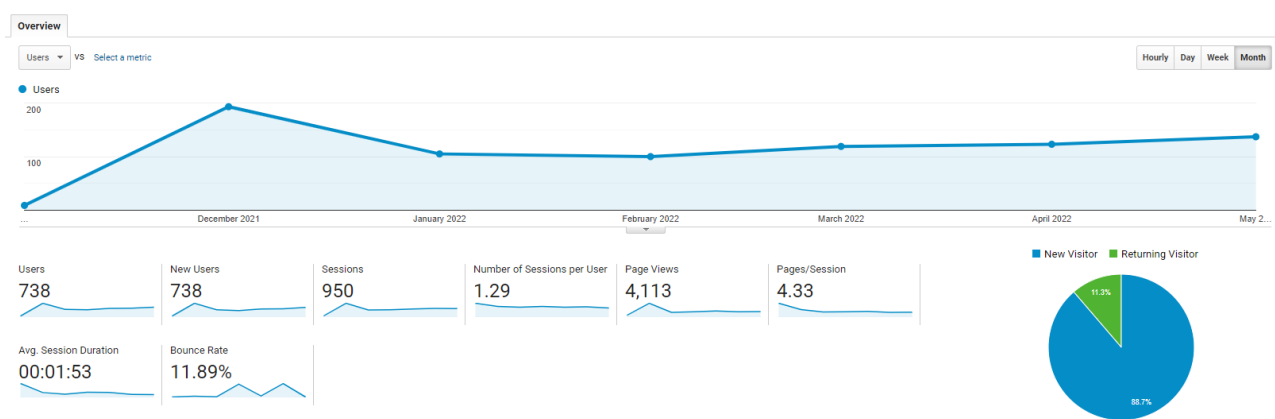


FIGURE 1. Overview of the website's performance from mid-November 2021 to mid-April 2022

2.3. Social media

Social media accounts have been opened by WP7 in November 2021 in the most relevant social media identified in relation to the target audience. These channels support the outreach of the target stakeholders, the creation of a network and inbound traffic to the website.

The selected social media are LinkedIn and Twitter. A YouTube account⁴ has also been opened. While YouTube is not a primary channel, it serves as a tool to share videos via different channels such as the website and the social media selected.

All accounts and posts' appearance follow the brand identity and are linked to the VIVALDI website, ensuring a high recognisability of the project.

¹ Users who have initiated at least one session during the date range.

² A session is the period time a user is actively engaged with the website.

³ Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

⁴ https://www.youtube.com/channel/UCTPqQPZ_2IN_AdWinfhGILw



2.3.1. LinkedIn

VIVALDI profile on LinkedIn ([VIVALDI H2020 project](#)) mirrors the main updates (news, events and resources) shared on the project's website, ensuring a wider reach beyond sectorial experts. The interactivity of the mean allows for direct interaction with the audience and to spread the news to wider networks capitalising on the partners' involvement.

KPI

The KPIs for the LinkedIn account, as set in the Grant Agreement and D7.1 *Communication Plan*, are:

- 1 LinkedIn post per week

Until now, 26 posts have been posted for 26 weeks (15 November 2021 - 15 May 2022), reaching the goal set.

- 100 subscribers

As of today, the 15th of May 2022, the VIVALDI LinkedIn account has 233 followers, more than double the KPI set. A very positive signal that indicates the quality of the news shared and the great engagement of the partners that are actively leveraging on their networks, enlarging the outreach outside the project's boundaries.

2.3.2. Twitter

The Twitter of the project ([@Vivaldi project](#)) communicates in a more brief, straightforward and user-friendly way the progress, news and events related to the VIVALDI project. The tone is adapted to the channel and to a more general audience, allowing direct and quick reactions and interactions.

KPI

The KPIs for the Twitter account is adapted to the higher interactivity of the tool. As set in the Grant Agreement and D7.1 *Communication Plan*, the KPIs are:

- 2 tweets per week

From mid-November 2021 to mid-May 2022, 50 tweets (including re-tweets) have been published in 26 weeks. Compared with the set KPI, 96% of the goal has been reached.

- 100 subscribers

As of the 14th of May 2022, the Twitter profile accounts for 178 followers, exceeding the goal in a considerable way. As for LinkedIn, such data shows a positive level of interest and engagement in the project from the audience.



2.4. Short videos

Short videos are a powerful tool to explain in a few minutes and in a visual, clear way, VIVALDI's concept and activities. Such informational and engaging material ensures to reach a wide audience, including the general public. The videos will be shared via the website and social media of the project.

KPI

In order to reach the KPI set in the Grant Agreement and D7.1 *Communication Plan* (one short video per year), 2 types of videos have been planned to be realised in the coming months:

- One video animation of 2 minutes and 30 seconds.

The animation will be an educational video explaining what is the VIVALDI concept, its goals and how the partners collaborate in a European-funded project in the most simple and clear way. The target audience is the general public.

The script of the animation is being drafted now and will be realised during the summer. Its release is expected in September 2022.

- A capsule of 5 video interviews involving the consortium.

Each video will be focused on a specific topic related to the VIVALDI project. Two partners per video will discuss and exchange knowledge and ideas on that topic, showcasing how collaboration is essential in the realisation of the project. The target audiences are industrial stakeholders and the R&D community.

The video interviews will be shot during the project's General Assembly taking place in June 2022 and will be released weekly in Q4 of 2022.

2.5. Open doors days

Open doors events will be organised to explain VIVALDI and its partner's activities more directly and openly. The involvement of local communities (e.g. schools) will be essential for

The consortium plans to organise open doors day at the different industrial and academic partners' sites to involve local communities such as young students, professionals and PhD students. This activity's goal is to:

- Engage directly and openly with stakeholders interested in deepening their knowledge of the VIVALDI project, carbon circularity and industrial symbiosis.
- Help the general public to better understand how science helps tackle major scientific challenges of our time, like the reduction of CO₂ emissions and the reuse of resources.

KPI

The Grant Agreement and D7.1 *Communication Plan* set the ambitious KPI of 16 open doors days over the entire duration of the project.



While such activity hasn't been the focus of the first year of the project, the WP7 team will plan a strategy to reach this KPI building on the existing opportunities that each partner organisation may already have in place (e.g. universities open doors days, European researchers nights, etc.).

2.6. Communication Kit

The communication kit includes various types of material (e.g. general PPT presentations, brochures, posters, roll-ups) that will be available to all project partners. Each piece of the communication kit will support the consortium's communication activities and efforts by providing a straightforward and visual presentation of the VIVALDI project.

The variety of material is adapted to the different activities, being them commercial expos, conferences, workshops, open doors days or bilateral meetings.

2.6.1. General presentations

Two PowerPoint presentations have been developed together with the coordination team (WP8). The presentations showcase in a short (PPT 1) and extended (PPT 2) version the key information of the project.

They provide project partners with a solid base for their presentations in meetings, workshops and conferences. While the presentations can be modified, shortened or extended depending on the occasion of use, they ensure a degree of consistency in the information and messages shared.

The shorter slide deck includes information about the project's objectives, impact, concept, methodology and project partners.

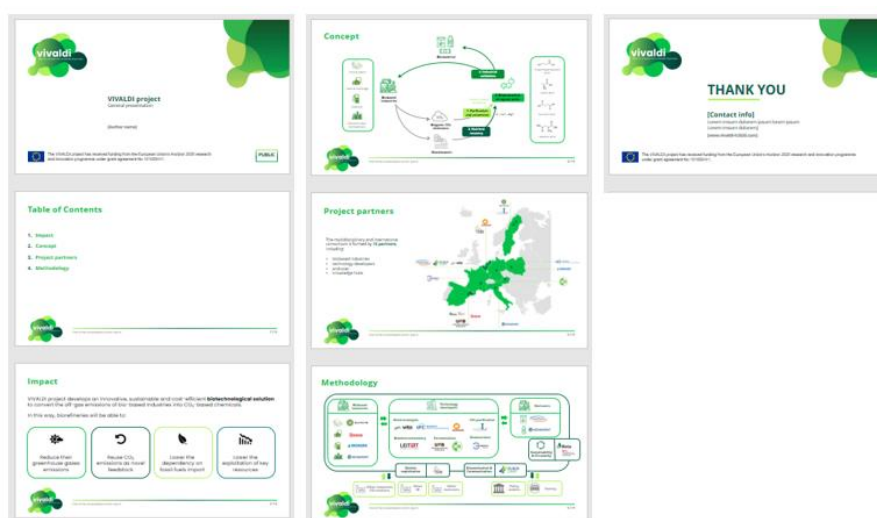


FIGURE 2. General presentation – essential version



The longer slide deck adds to the previous one details about the novel CO₂-based industry, the technologies, processes and compounds that are developed, the work packages and the milestones.

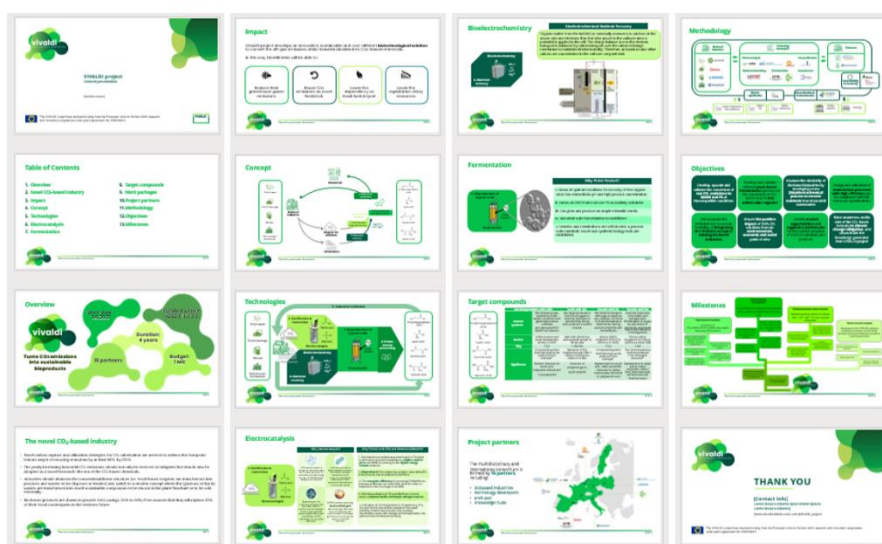


FIGURE 3. General presentation – extended version

Both presentations are available to all partners and can be found in the internal communication platform Microsoft Teams.



2.6.2. Roll-up, poster and brochure

Materials for events held in person are being developed right now. The aim of the printable material is to raise awareness of the project at a glance, establish the project's identity and guide interested readers to the project website and social media.



FIGURE 4. VIVALDI poster and roll-up



FIGURE 5. VIVALDI brochures

The roll-up design is available to all partners in the dedicated Microsoft Teams to be downloaded and printed. While the poster and brochure design is ready, the last adjustments on the content have been currently being carried out.



2.7. Media engagement

Media engagement includes all activities that involve public media such as television, radio, journals and magazines. Engagement with such media helps to raise awareness of the project outside the partners' network, enlarging the reach towards all target audiences, especially the general public.

Table 4. VIVALDI media engagement June 2021-May 2022

Date	Media	Title of the news or programme	Partners involved	Link
09/08/2021	Catalan TV channel TV3 Cat	La UAB lidera un projecte europeu per reconvertir el CO ₂ industrial en bioproductes sostenibles	UAB DAMM	Link 1
01/12/2021	Austria Press Agentur	Kleine CO ₂ -Fresser	BOKU	Link 2
24/03/2022	Austrian TV Channel ServusTV	P.M Wissen - Ein Hauch von Krankheit	BOKU	Link 3
21/04/2022	Detektor.fm podcast	Forschungsquartett CO ₂ -Verwertung	UAB UFZ BOKU	Link 4

KPI

As specified in the GA and D7.1 *Communication Plan*, 1 media engagement is foreseen per year. The KPI set has been largely overcome thanks to the initiative, enthusiasm and media connections of the consortium.

2.8. Newsletter

The newsletter offers all relevant updates at a glance and in a visual way, thanks to the use of pictures and infographics. All news, events and publications that were recently achieved will be accessible to the readers in one place.

The target audiences will be able to voluntarily subscribe to the biannual newsletter of VIVALDI project to stay up-to-date in a consistent way on VIVALDI's progress.

KPI

As specified in the GA and D7.1 *Communication Plan*, two newsletters are planned to be released per year. The KPI set has yet to be reached for the first year as the strategy is to gather enough news, events and activities before its launch. The goal of the strategy is to ensure the release of a content-full newsletter and



both retain and attract as many subscribers as possible. The first newsletter is planned to be published in the autumn of 2022.

3. Dissemination activities

Dissemination activities have the goal to spread the results achieved in the VIVALDI project to interested audiences that might use them in activities other than exploitation, such as scientific diffusion and knowledge exchange.

For the period June 2021-May 2022, the activities have been focused on growing the awareness of the target audience on the project. Key activities have been the project representation in conferences, the collaboration with other Horizon 2020 projects, the organisation of a first thematic workshop and more. A detailed list can be found in the sections below. Proof of the activities realised will be provided in the official periodic report.

The project being in its first year, it is expected that dissemination activities will grow in number especially from the second year, once the VIVALDI research and development actions have gained speed.

3.1. Collaboration with other Horizon 2020 projects

Building collaborations with other EU-funded projects constitutes a valuable opportunity to disseminate VIVALDI results to a wider audience.

In the first year, VIVALDI started a partnership with CO2SMOS (GA n°101000790) and CATCO2CONVERS (GA n° 101000580). Having both projects being funded in the same call as VIVALDI, and therefore sharing many common topics of interest, it was the natural first step to join forces for dissemination purposes.

The partnership entails:

- Promoting each other's projects on their respective website. For this purpose, a page called "Partnerships" has been added to the VIVALDI website⁵.
- Share in each other's communication tools news such as the organisation of an event or the publishing of a press release.
- Organise a workshop in fall 2022.

Another activity, explained in detail in the next sub-chapter, is the organisation of a thematic workshop with other organisations, among which there is the H2020 project INITIATE (GA n°958318). Both projects share the development of CO₂ utilisation technologies, but applied in different fields and with different sources of CO₂.

⁵ <https://www.vivaldi-h2020.eu/partners/partnerships/>



Having these communalities, the chosen topic for the thematic workshop is “Funding Opportunities for the Development of CCU”.

3.2. Thematic workshops

Thematic workshops are events meant to be organised in collaboration with supporting stakeholders and/or other EU and national projects. In this way, such workshops serve to both disseminate the project’s results and, most of all, tackle common challenges and extend the knowledge exchange.

KPI

As defined in the GA and D7.2 *Dissemination Plan*, the KPI for this activity is 3 workshops to be organised throughout the project.

As mentioned in the previous section, the first thematic workshop has been organised in collaboration with the INITIATE project⁶, CO₂ Value Europe (consortium’s partner and WP7 leader) and SUNERGY⁷, a European Research and Innovation initiative. The workshop builds on the common thematic “Funding opportunities for the development of Carbon Capture and Utilisation”. VIVALDI contributes to this event as a co-organiser and with a presentation of the project’s experience as a successful EU-funded initiative.

The workshop details and agenda can be found [here](#).



FIGURE 6. Banner of the 1st VIVALDI thematic workshop

⁶ Grant agreement No 958318, <https://www.initiate-project.eu/>

⁷ <https://www.sunergy-initiative.eu/>



104 people from all over Europe and beyond attended the webinar.

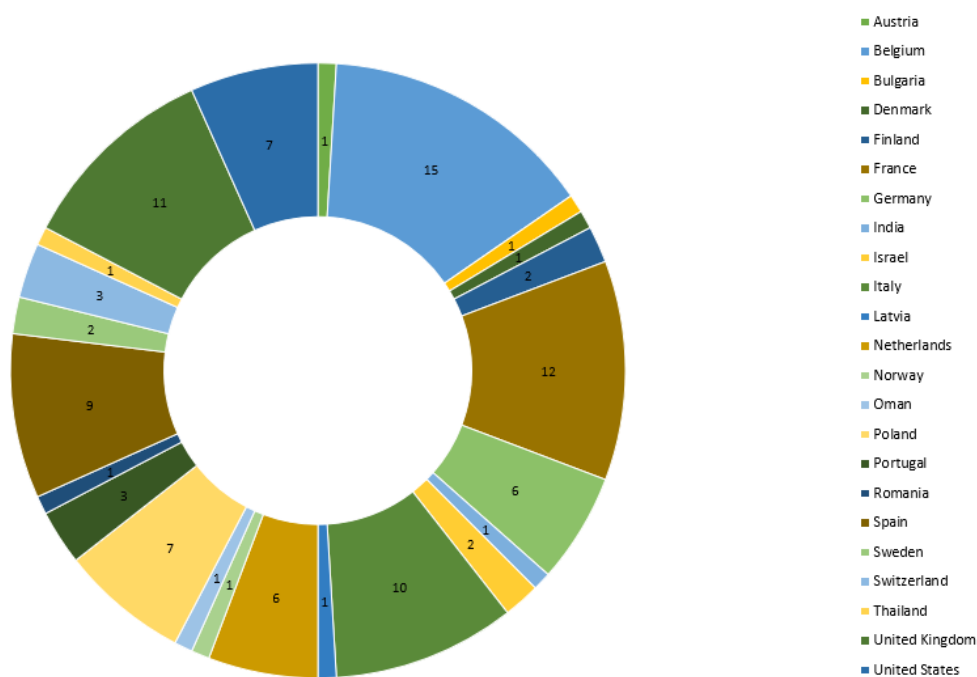


FIGURE 7. Countries of the workshop attendees

3.3. Bilateral meetings

Bilateral meetings aim at disseminating the project's outcomes to those stakeholders that most likely will make direct use of them, such as:

- Policymakers taking up VIVALDI's analysis and recommendations on the regulatory measures.
- Standardisation bodies seeking scientific evidence to justify the need for standards in the CCU value chain that allow accelerated market entry of CCU chemicals.
- Research organisation for knowledge transfer and potentially bringing further the development of the VIVALDI value chain to higher TRL levels.
- Chemical companies interested in adopting the organic acids produced.

KPI

The KPI set in the GA and *D7.2 Dissemination Plan* is two bilateral meetings with stakeholders per year. Until May 2022, one bilateral meeting took place, setting a good start for this activity. A detailed stakeholders



analysis will be developed together with WP6⁸ to identify a list of targeted contacts to be reached for bilateral meetings.

Table 5. VIVALDI bilateral meetings

Date	Person met	Organisation	Responsible	Objective
21/09/2021	Elizabet Heidrich	Newcastle University	UAB	Knowledge transfer

3.4. Participation in scientific conferences/workshops

The active participation of VIVALDI's consortium at relevant events (in person, hybrid or online) is of great importance to share the project's outcomes and increase its visibility.

KPI

The KPI set in the GA and D7.2 *Dissemination n Plan* accounts for 15 scientific conferences or workshops that see the VIVALDI project as a relevant item on the agenda.

Only in the first year, the consortium's partners participated in a total of 12 scientific events. The number indicates the great commitment of the consortium in presenting the project and the interest of the organisers. The project is therefore well on track towards the total number set for the 4 years-life of VIVALDI.

Table 6. VIVALDI participation in scientific conferences/workshops

Date	Event	Organiser	Speaker
14/07/21	Impact of Circular Bioeconomy on European Market	CYRUS (PROJECT 2019-1-RO01-KA203-063773)	UAB
15/10/2021	La parola ai giovani	"Ri-Nascita" Association (Novara, Italy)	NVMT
05/11/2021	La parola ai giovani	"Ri-Nascita" Association (Novara, Italy)	NVMT
25/11/2021	CO₂ Value Days 2021	CO ₂ Value Europe	UAB

⁸ WP6: Exploitation and regulatory aspects



03/12/2021	Online lesson at Biotechnology for the Bioeconomy Course of Università degli studi di Milano	Università degli Studi di Milano (Milan, Italy)	NVMT
27/01/2022	Startupper school Academy 2021-2022	Lazio Innova (Lazio Region, Italy)	NVMT
24/02/2022	Water Innovation Day	Catalan Water Partnership	UAB
07/03/2022	Frühjahrstreffen des DECHEMA-BioTechNet	DECHEMA	UFZ
30/03/2022	Bio360 Expo 2022	Bio360 Expo	UAB
05/04/2022	The Future of industrial Carbon Capture	Genesis (H2020 project, GA n°223996)	UAB
19-23/04/2022	Microbial Engineering II	ECI	BOKU
12/05/2022	From CO₂ to Materials with the Power of Microbes	EFB Biotechnology	UFZ BOKU

3.5. Publications in peer-reviewed scientific journals

A key channel to disseminate R&D progress is the publication of articles and publications in peer-reviewed scientific journals that are well-established in the scientific community.

KPI

The GA and D7.2 *Dissemination Plan* set for this activity the KPI of 5 publications per year.

For the first year of the project, 1 published study acknowledged the work done in the VIVALDI project. A good result considering that the majority of the outcomes to be disseminated will be produced from Year 2 of the project.

A strategy and a plan on how to reach such an ambitious goal will be developed in detail by the WP7 team together with the consortium. The strategy includes:

- a mapping of the results to be achieved per WP, related timeline and confidentiality of the results;
- the identification of possible scientific publications;
- a detailed timeline for the publications;



- a list of matching journals.

Table 7. VIVALDI publications in peer-reviewed scientific journals

Date	Publication	Title of the article	Contributors
29/03/2022	Chemosphere	Carbonic anhydrase to boost CO₂ sequestration: Improving carbon capture utilization and storage (CCUS)	LTU

3.6. News releases

The publication of news releases ensures the rapid disclosure of milestone achievements. Press releases will be published in VIVALDI dissemination channels (website, social media and newsletter) and shared with selected media well-known among the identified stakeholders and the wider community.

KPI

The KPI set in the GA and D7.2 *Dissemination Plan* is 2 news releases per year. With the publication of 1 press release as of May 2022, 50% of the goal has been reached in Year 1 of the project. More press releases are expected with the achievement of more milestones throughout the project.

Table 8. VIVALDI press releases

Date	Title	Subject
24/06/2021	A change of tune for the chemical industry: VIVALDI turns CO₂ emissions into sustainable bio-products	Launch of the project

3.7. Training sessions and webinars

Training sessions and webinars complement thematic workshops as they are meant to reach a broader audience of stakeholders. Topics can vary depending on the progress reached and the project's needs. Such events aim at explaining VIVALDI's results as well as improving the stakeholders' knowledge of CO₂ valorisation technologies and raising awareness about the need to adopt CCU technologies at large scale.

KPI

The KPI set in the GA and D7.2 *Dissemination Plan* is 1 webinar per year. During the first year of the project, the focus of dissemination activities has been the organisation of a thematic workshop rather than a training session. The decision has been taken as the latter focuses on sharing the results achieved, fitting better at a



later stage of the project. Training sessions and webinars are foreseen starting from the Year 2 of the project.

4. Activities overview

The overview provided in the tables below summarises the activities carried out during the first year of the VIVALDI project, compared with the set KPI.

As seen in the report, the majority of the communication activities are well on track and no deviations are needed.

Despite some dissemination activities lagging behind if compared with the defined KPIs, the results are overall positive as the majority of the project's results will be achieved later on. No risks or deviations have been identified for the time being.

Table 9. VIVALDI communication activities completed in Y1

Activity	KPI	Year 1
Visual identity	1 project logo 1 set of templates	Completed
Website	50 interactions per month	123 users* 158 sessions* 689 page views*
LinkedIn	1 LinkedIn post per week 100 subscribers	26 posts / 26 weeks 233 followers
Twitter	2 Twitter posts per week 100 subscribers	50 tweets / 26 weeks 178 followers
Short videos	1 per year	0
Open doors days	16 in 4 years	0
Communication Kit	1 General presentation 1 roll-up design 1 poster design 1 brochure design	Completed Completed In development In development
Media engagement	1 per year	4
Newsletter	2 newsletters per year	0

*average per month



Table 10. VIVALDI dissemination activities completed in Y1

Activity	KPI	Year 1
Collaboration with other H2020 projects	No value defined in GA	Collaboration ongoing with 3 projects
Thematic workshops	3 in 4 years	1
Bilateral meetings	2 per year	1
Participation in scientific conferences/workshops	15 in 4 years	12
Publications published in peer-reviewed scientific journals	5 per year	2
News releases	2 per year	1
Training sessions and webinars	1 per year	0



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